

659.105  
RE  
Sgt 1

# The REPORTER of Direct Mail Advertising

THE LIBRARY OF THE  
MAY 20 1944  
UNIVERSITY OF CHICAGO

7 East 42nd Street • New York, N.Y. • VANDERBILT 6-0

□ **THE TRUMAN COMMITTEE** of the Senate will start hearings on May 23rd . . . on a special investigation of the paper situation. Some fireworks may develop.

□ **THE SEDITION TRIAL.** Not much use to say much about it in *The Reporter*. Your daily newspaper is probably giving it fairly good coverage. But we warn you that newspaper reports are confused. In fact, everybody is confused.

*This reporter* is naturally following the case closely because no matter what smoke screens of confusion are built around it . . . the 30 indicted persons were involved in a scheme to use the United States mails for the purpose of disrupting and weakening our country. Most of them were involved in the misuse of the franking privilege.

During the first weeks of the trial, the lawyers for the defendants and the defendants themselves tried to inject into the court proceedings, the same kind of disruptive tactics for which the defendants are being tried. There seems to be an obvious and deliberate attempt to create an atmosphere of intense confusion. Every possible move has been made to cause delay, mistrial or to obtain severances. Some of the defendants seem amused and pleased by the confusion and the apparent breaking down of justice.

It is obvious that the defense has been trying to sell the public through the newspapers that (a) the trial is a farce . . . just a big joke, (b) the defendants are just a bunch of crackpots and insignificant paupers which the government is "persecuting." Many of the newspaper stories re-

flect this atmosphere of farce and crackpotism. Don't let yourself be fooled by the newspaper reports. The trial is **most serious**. Many of the defendants are decidedly not crackpots. Remember that was the term used for describing Hitler's early efforts. Just a crackpot! But he nearly succeeded in wrecking the world.

□ **THE ADVERTISING FEDERATION OF AMERICA** has cancelled its plans for a 1944 annual convention. The convention was originally scheduled for Chicago, from June 4 to 7. President Joe M. Dawson announced that the AFA Board of Directors had postponed all conventions indefinitely, in order to co-operate with the Office of Defense Transportation.

In the opinion of *this reporter*, the AFA deserves a salute for its patriotic action.

Many industries have cancelled their physical conventions and have resorted to conventions - by - mail. However, the numerous organizations within the advertising and graphic arts fields have consistently adhered to their peacetime convention practices. Here's hoping that the example furnished by the AFA will spread in all advertising circles.

□ **A NEWSWORTHY CHANGE.** The month of April brought an announcement which concerns one of the oldest organizations in the Direct Mail field. After nearly forty years, the firm of Buckley, Dement and Company, Chicago, Ill., has changed its management. Our old friend Merritt Dement is retiring from active business. The pro-

duction, mailing list, and mailing service divisions have been turned over to a group of employees who have had long service records with the company.

Homer Buckley, who was one of the organizers and the first president of the Direct Mail Advertising Association, has announced that he will open an office in downtown Chicago, with an organization devoted exclusively to counseling advertisers on Direct Mail and mail order promotions, and to the creation of effective mail selling campaigns.

*This reporter* wishes all concerned the best luck in the world.

□ **THE "BEST" REPORT ON PAPER.** Congratulations to the Association of National Advertisers, Inc., 285 Madison Avenue, New York 17, N. Y., for its 6" x 9", 32-page booklet, entitled "How American Business Can Conserve More Paper in 1944." The report was prepared by a special Advisory Paper Conservation Committee, composed of A. E. Haase of Vick Chemical Company, Walter A. Bowe of Carrier Corporation, Robert B. Brown of Bristol-Myers Company, S. H. Chambers of Bourjois, Inc., D. W. Coutlee of Merck & Co., Inc., George L. De Beer of Bauer & Black, A. J. Housman of National Carbon Company, Inc., and D. H. Odell of General Motors Corporation.

It is a tremendously important job because it goes much further than any previous report . . . by covering all fields of advertising and all business uses of paper.

We recommend a thorough reading of it by every subscriber to *The Reporter*.

VOL. 7, No. 1, Report for APRIL, 1944

*The Reporter of Direct Mail Advertising* is published monthly by Henry Hoke, publisher, 17 East 42nd St., New York 17, N. Y. Telephone Number VANDERBILT 6-0888. Subscription price, \$3.00 a year. Re-entered as second class matter Nov. 15, 1939, at Post Office at New York, N. Y., under act of March 3, 1879. Copyright, 1944, by Henry Hoke, New York 17, N. Y.



## WOMEN, CARROTS and BLOOD

From every corner of the country comes hearty response to the patriotic messages of advertisers large and small. Women read these appeals and enlist in the armed forces and in essential industries. Others read, donate their blood, and dig deep to contribute millions to the Red Cross and invest billions in War Bonds. Families go all out in cultivating gardens and in canning produce. Careless talk is reduced, and lives are saved. Advertisers eagerly carry this work far beyond the Government's own efforts, and with priceless paper knit the whole wartime selling effort into one irresistible drive. In peace as in war, paper and advertising perform invaluable service to the people of America.



**THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio**

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Bristols, Bonds, Envelope Papers,  
Tablet Writing and Papeteries . . . 2,000,000 Pounds a Day

DISTRICT SALES OFFICES

NEW YORK · CHICAGO · PHILADELPHIA · CLEVELAND · BOSTON · ST. LOUIS · CINCINNATI · ATLANTA

659,105  
RE  
v. 7-8

# A BIG JOB . . .

## for printers, buyers of printing, direct mail advertisers

a. During the past few months, the **BLACK MARKET** in gasoline has grown by leaps and bounds. Get behind the scenes (as *this reporter* has done) and it is a terrifying picture. Some phases of it are a blot on the good name of the printing industry.

The Printing Industry should jump up in alarm . . . to do something about it . . . quickly.

The country has been flooded with counterfeit gasoline ration coupons . . . all produced on printing presses of one kind or another.

At the moment it is estimated that 15 per cent of the "C" coupons and 8 per cent of the "B's" now in circulation are counterfeit.

Counterfeit gasoline coupons have appeared in most sections of the country with the heaviest concentration starting in the East and moving slowly westward beyond the Mississippi. The problem is also serious in California, the Pacific Northwest and on the Gulf Coast.

Estimates of the cost of the Black Market are based on examinations of coupons flowing back through the ration banks and on studies of consumption in various areas during comparable periods. As this is written, it is estimated that honest Americans are paying a tribute of more than 2,500,000 gallons a day, or more than 5 per cent of the civilian supply to the thieves and counterfeiters who steal, print and sell gasoline coupons and to the chiselers who buy them or buy gas without coupons.

2,500,000 gallons a day is enough gasoline to:

1. Increase the value of "A" books by 25 per cent or about 30 miles per month.

or

2. Increase the top limit for "B" rations from the present ceilings of



"OUR AGENT REPORTS THAT MANY AMERICANS BUY BLACK MARKET GASOLINE. OTHERS ARE MAKING A FORTUNE FROM COUNTERFEITING COUPONS. HEIL HITLER!"

325 miles, 400 miles or 475 miles in various parts of the country to 700 miles per month for business people, many of whom desperately need more gasoline to earn their living and to perform valuable distributive services.

or

Give EVERY motorist in America two more gallons a month.

Many people have the impression that the gasoline Black Market presents exactly the same problem as bootlegging during prohibition days, and that smashing it will be equally difficult.

There are these big differences:

1. Gasoline is a weapon of war.
2. Misuse of our limited supply is not alone the personal concern of the chiseler. He robs millions of honest car owners, and by slowing down the war effort here at home actually jeopardizes the lives of our fighting men.
3. Most of the American people . . . gasoline users and dealers alike . . . are living within the regulations, always in spite of some inconvenience and often in spite of severe personal sacrifice. They and the American press are united in a determination to force the minority of chiselers into line.

4. Gasoline distribution is fully controlled by an established, reputable industry operating in the open.

The Black Market in gasoline is a serious emergency which must be met as Americans have met so many emergencies before . . . by aroused community action on the part of government, industry, and the general public.

The saboteurs who print and sell counterfeit gasoline coupons, the car owners who buy coupons or buy gas without coupons and the dealers who buy coupons to cover illegal sales of gasoline are no better than the saboteur who blows up a gasoline refinery. The effect on the honest driver's gasoline supply and on the war effort is the same.

The gasoline Black Market has its roots in the most vicious type of criminals. It is nourished by thoughtless citizens with chiseling gasoline dealers as middlemen. During recent months the amount of counterfeit money found in the United States has been declining. In February it had disappeared almost entirely. The counterfeiters of currency have moved into the more lucrative, easier-to-handle gasoline coupon racket.

OPA records of convictions in Black Market gasoline cases are studded with names which for years have been linked with bootlegging, counterfeiting, white slavery, kidnapping, and murder.

The gangster is not the only suspect. In all wars, counterfeiting of the "enemy" currency has been a major military weapon. It happened in our Revolutionary War and in the Civil War.

Many people believe that the Nazis are encouraging and supporting the counterfeiting of our ration coupons in order to break down our internal economy.

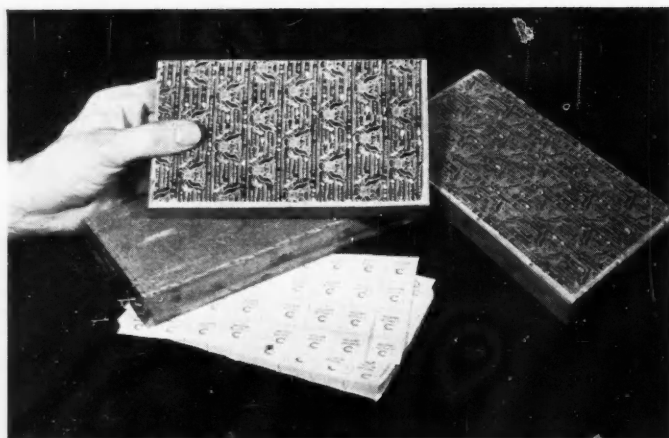
Coupled with this effort are the attacks being made on "rationing" by the native secessionists in the hate sheets . . . and by rumor mongering.

### How Can Printers and Advertisers Help?

First: You can help enforcement officials uncover suspected counterfeiters who must use paper, plates, ink, presses, and labor. Some place in the chain of supplies, production, and distribution the necessary secrecy can go haywire. Printers, especially, are urged to be on the watch for suspicious shenanigans. Printers are warned to guard their plants and presses during idle hours when there might be an opportunity to use facilities for counterfeiting or printing of seditious literature. However . . . most jobs, apparently, are run on second-hand machinery in hidden temporary plants. If you

But here, essentially, is the story the public should be told . . . and sold:

1. Write Your Car License Number and State on ALL of Your Coupons NOW. Then endorse new ones as you get them from your local board. By showing your colors, you make it easier for government investigators to trace the Black Marketeers.
2. Don't Buy Gasoline Without Coupons. When you do, you are robbing other car owners of part of their share of the limited supply. You're interfering with the war effort. You're nourishing a vicious racket. When you ask your dealer to sell you gasoline without coupons, he must get them from somewhere in order to replenish his stock of gasoline. In 99 cases out of 100 he must buy counterfeit or stolen coupons from criminal gangs.
3. Don't Buy Gasoline Coupons and Don't Take Them As Gifts. Even if you get them from a close friend, remember this . . . The chances are



*The counterfeiters are busy. They are getting the plates made some place. They are getting the presses to run off the sheets which are draining America's supply of gasoline. The plates pictured above were seized in a recent raid.*

discover any suspect operations—report it at once to OPA Headquarters. If in doubt, notify *The Reporter*, and we will carry through.

Second: In your advertising, try to counteract the BLACK MARKET. Tell the truth about it.

If you want a complete background explanation, write to Office of Price Administration, Washington, D. C., and ask for copy formula manuscript entitled, "The Facts About the Black Market in Gasoline and the Responsibilities of Government, Industry and the Public in the Fight to Smash It."

20 to 1 that somewhere back along the line they have either been stolen or counterfeited by criminal gangs.

4. Don't Apply for More Gasoline Than You Know You'll Actually Need for Really Essential Purposes. If you run short, go to your board and state your case frankly. They're there to make sure you get the gas you really need, not to restrict you just on general principles.

Counterfeiters are saboteurs of the war effort. Counterfeiting is a blot on the printing industry. Let's see what the industry can do to help clean up the mess. And it IS a mess!

### BEFORE YOU DICTATE AN ANSWER

One of the best practicing "physicians" of business letters in the country is Mr. Charles R. Riker, Supervisor of Extension Training at Westinghouse. His weekly bulletins to correspondents are specific and pertinent, and might well be used beneficially in any classroom. The following bulletin entitled "Before You Dictate an Answer" should give teachers any needed reassurance that what we are teaching our students is definitely acceptable in the best business circles:

"A good answer must show that you understand the problem of the reader. This does not mean that you are to repeat or summarize his letter; merely that everything you say must be based on complete understanding. This means that you must read carefully the letter you are answering. Its most important thought may be buried in some inconspicuous place. While reading the letter, you must also try to read the writer's mind, analyze what is most important to him. You can't be clairvoyant; but you must try to anticipate his needs and desires.

"Whenever there is any possibility of a difference of opinion, you must agree, initially at least, with your correspondent. The art of persuasion is one of maintaining complete agreement. Step-by-step you lead the reader from the place where he agrees with you. Sometimes this is done by asking leading questions. It may be done by expressing an opinion—but seldom by making a categorical statement. 'Reasons why' usually precede a statement of opinion or even a leading question. The 'Yes, . . . but' type of statement helps in directing the channel of agreement. Any direct statement with which the reader of your letter may possibly disagree is the equivalent of starting an argument; and we all know where arguments lead.

"You must approve of: the person himself, his ideas, his attitude, his actions; and the company he represents, its policies and its actions. The more difficult it is to approve of any of these things, the more important an expression of approval becomes—you can always find something to approve. Approval, in the form of face saving, is particularly important if your customer seems to be in error; or if you are trying to get him to reverse some previous decision.

"Keep these elements of a good answer in mind as you plan your letter."

**Reporter's Note:** From the always good ABWA Bulletin published for the members of the American Business Writing Association.





# KEEPING IN TOUCH



PREPARED BY INTERNATIONAL PRINTING INK DIVISION OF INTERCHEMICAL CORPORATION

APRIL, 1944

## OFFSET INKS WIN WIDE ACCLAIM!

### Managers Report Customers' Enthusiasm for New Line

The New IPI Offset Inks have been in use for several months. IPI asked each of its branch managers to sum up what lithographers in his territory are saying about these inks. Here are a few excerpts from the replies:

Wherever we have sold the new offset ink numbers, we have had compliments on the inks as being the best running or printing offset inks we have supplied.



—J. R. Curtis, Atlanta



The accounts we have sold are much pleased with the working properties, good coverage and distribution on the press with the new line of inks.

—Allan T. Thompson, Denver

The most potent argument is that, almost without exception, where these inks have been introduced, there have been repeat orders.



—W. B. L. Drawbaugh, Chicago



We have very good reports on the yellows: OJ-50, OJ-55 and OJ-60. OJ-55, I should say, leads the list, as this has been a most outstanding ink with all of us.

—W. W. Glaefke, Minneapolis

One local lithographer gave his four pressmen our black, and, unsolicited, they turned in the report to him that it is the best offset black that IPI has ever made.



—W. J. Goric, Jr., Detroit



On the strength of our performance, this company has given us another one of their blues to match. They report that this is also working very well and puts us in line for more of their offset ink business.

—E. J. Davis, Philadelphia



Our reports have been very favorable on the working qualities and sharper, cleaner printing than the old type inks.

—C. R. Whistler, Los Angeles

The new IPI Offset Inks are the first offset inks to be marketed which could really claim to be pre-tested on commercial presses. And because of this thorough pre-testing, problems such as greasing, emulsification, stripping, scumming, following the fountain, bleeding and drying have been reduced to a minimum.

IPI Offset Inks are delivered to you ready to run on the press; it is only necessary to add drier and, in some instances, soften the ink slightly to suit a special stock.

Try the new IPI Offset Inks. You will agree that they represent a great step forward in the technique of offset ink manufacture. International Printing Ink Division of Interchemical Corporation, Empire State Building, 350 Fifth Ave., New York 1, N. Y.

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The conservation program is vital — one which every individual and every advertiser can support.

It is particularly necessary that all of us abide by and emphasize to others the importance of the seven basic conservation programs:

1. conserve and salvage paper
2. save rubber
3. turn in waste fats
4. conserve critical resources
5. salvage tin cans
6. conserve clothing
7. collect and turn in scrap iron and steel

Surely, anything which you can do to prevent national shortages of vital materials is to your personal advantage. More than that. It's to the advantage of the men who are doing the fighting in this war!

Do your part: **SAVE—CONSERVE—SALVAGE!**

★ ★ ★ ★ ★ ★ ★ ★ ★ ★



# 23

## WAYS TO SAVE PAPER

Many suggestions for saving paper have been made by industry groups and by WPB and OWI. But here is a new listing of recommendations just released by the Canadian Publishing, Printing and Allied Industries Administration . . . and brought to our attention by Howard Smith Paper Mills, Limited, Montreal.

1. Use lightest practical weights and buy only in quantities urgently needed.
2. Use  $\frac{1}{2}$  and  $\frac{3}{4}$  size letterheads for short letters, also smallest practicable size envelopes.
3. Narrow margins and changes in size and style of type conserve space; eliminate bleeds.
4. Use standard sizes and weights of papers and envelopes and get most out of each sheet.
5. Dispense with fly leaves, blank pages, special paper linings, slip sheets, backing boards, special covers, jackets, etc.
6. Reduce spoilage and waste and reduce over-copies on press to minimum; eliminate inventory and distribution waste.
7. Run two or more jobs on press at same time when possible.
8. Avoid unnecessary banding and packaging and employ used cartons and other used material for shipping.
9. Cut dead wood from mailing list and use self-mailers and self-covers when possible; all mail for one person or firm to go in one envelope.
10. In correspondence avoid retyping letters by making minor changes with pen or typewriter; eliminate extra file copies.
11. For same letter to several persons, make only one copy, adding thereon names of other addressees.
12. Consult printer in preliminary stage and place order early to promote economy in production.
13. Use carbon paper so long as it produces legible copies and re-use file folders, index folders and file guides.
14. Substitute postcards for letters where possible—also use reverse side of incoming letter for carbon copy of reply.
15. Scratch pads, smaller and more strictly rationed to be made from obsolete forms and waste paper; cooperate fully with all paper salvage programs.
16. Sizes of tickets, tags, etc., may be reduced.
17. Smaller paper surface printed in color may be as effective as larger surface printed in black.
18. Good design and typographic arrangement compensate for heavier weights of paper formerly used.
19. Use offcuts, for some printing jobs, in varied grades and colors.
20. French folds (printed on one side of sheets with other side blank) should be eliminated.
21. Employ inter-office or inter-departmental envelopes, having numerous spaces for name and address, for use over and over again.
22. Type or note answer on original letter or memo received and return where no file copy is required.
23. Appraise the need for all duplicated material and discontinue any not fully justified under present conditions.

# MAN TALKING TO HIMSELF...

As LONG as they carry him as "Missing", you have hope. But the final telegram from Washington came today. My wife is broken up in little pieces. All she said was, "Why did it have to happen to Johnny?"

Maybe she was asking God, not me. I didn't know the answer. But I'm beginning to get it.

It had to happen to Johnny and all the other's because Johnny's old man was a dope. Sure, I had a lot of company, a whole country full. But Johnny was my kid, a swell kid.

I was in the last war. Most of us who were took it pretty seriously. We believed we had a job bigger than we were. We believed making the world safe for Democracy was worth what it cost. I was proud I was in the act.

AFTERWARDS, the American Legion wanted the Army and Navy kept up, and universal training. That was okay with me. But when the hardlucks in the Legion began to bellyache for the bonus, a lot of us got disgusted, and got out. That was mistake No. 1, maybe.

If we had put the heat on Congress to keep up the Army and Navy, buy enough new planes, teach a million kids every year how to be handy with a field piece or a bayonet, do you think the krauts would have gotten too big for their breeches? Or the Nips made that Pearl Harbor pass? We paid plenty for WPA and CCC—but the Army makes men, too.

SURE, hindsight, is always smarter—but we should have known better. With seventeen months in France and Germany behind me, I couldn't see the League of Nations, because it might mean sending American troops over again sometime—if that ain't a laugh!

We think a republic is the only kind of government, and we made the Germans buy one; but never interested ourselves in seeing it was kept in working order. We took a lot of paper promises, and wouldn't let them be paid in goods, like we sent. So we had to cancel debts, take in most of the world's gold, making money troubles for other countries, too.

OUR newspapers let us know what's going on in the world, but we stuck to the sports pages, stock reports, flagpole sitters, and made-in-America crimes. We overlooked rough stuff unless it was committed on the premises.

We were so damn scared of being suckers for propaganda again that we were just plain suckers. And the old USA brand of patriotism



was vaudeville, and just a little bit corny.

For a country that fought six wars for principles, right or wrong, it looks to me as if we sold principles short.

WE PUT up with Al Capone over here and Mussolini over there. We even admired that loudspeaker because he made the trains run like time in Italy, and kept the natives at work.

We thought the paperhanger and his Heils were funny for a long time. When he started the goose-stepping and took back the Ruhr, we were out to lunch.

We never opened our yaps when Mussolini glommed on to Ethiopia. We sold scrap iron and oil to the Japs, while they swarmed over China; and always looked the other way from their mandated islands.

We figured appeasement was the bad taste

of the English; and what happened to the Czechs was too bad, but none of our business.

Did you ever write your Congressman or back up Cordell Hull's department after the mixup started in '39? Neither did I.

When the Poles, Dutch, Belgians, Greeks and French were overrun, some of us acted as if it were just something for the newsreels. We let Mr. Kurusu go on playing tag.

REMEMBER Pearl Harbor? Sure, but I can forget it. Treachery is nothing new. But Bataan will burn me up forever. Americans got pushed around, starved, killed and captured—and the richest country in the world didn't have enough on the ball to save Corregidor or keep 20,000 of our own out of Jap prison camps.

Even now, some people think this war is only something that interferes with business!

WELL, what does it all add up to? ... Make enough mistakes, and they're bound to catch up with you. Be dumb—long enough—and you will be unhappy. We are now paying the piper, also the police and fire departments.

If I had spent a buck on postage to my Congressman in the last ten years, he might be scared of me, too. And I might have saved a son and a lifetime of taxes.

RIGHT NOW, I want this war kept in the "Rush" compartment, and run on a twenty-four hour shift, eight days a week. I want everybody who is supposed to be working on the war to deliver or get out. I want Washington to show more guts, and stop being the patsy for pressure groups. I want more lowdown and less horsefeathers on national affairs. I'll buy all the bonds I can, take the taxes, stand the shortages, do anything within reason I can—to end this war, fast!

AFTERWARDS, watch my smoke. I'm going to be a Washington correspondent in reverse. The nation's capital is going to hear from me any time I think the government is not giving good value—and not through any Gallup poll either! I'll probably make boners now and then—but not by letting things slide.

This government has cost me so much that I'm going to insist on getting my money's worth. If you don't do the same, you'll deserve what you get; and there isn't any question that you'll get it! It's taken two wars and a son to teach me, but now I'm hep.



**PITNEY-BOWES POSTAGE METER CO. • STAMFORD, CONN.**

Originators of Metered Mail, world's largest manufacturer of Postage Meters, which print postage for business mail... now devoted to war production.



# Department of Humor

Herman Wolf, Information Chief of the War Production Drive Headquarters in Washington, D. C., was feeling in a jovial mood on April Fool's Day. He decided to write an appropriate memo. He had the girls run off about forty copies and distribute them among friends in government and out.

Here's the memo:

WAR PRODUCTION BOARD  
Washington, D. C.  
April 1, 1944

To: Mr. T. K. Quinn  
Director General  
War Production Drive

From: Mr. Herman Wolf  
Editor, Labor-  
Management News

Subject: 20% Less Memos in '44

Having assisted 4200 Labor-Management Committees in their paper conservation activities I think we should now suggest formation within the Government of an Interdepartmental Committee on Paper Conservation with wide powers to curtail the volume and length of memoranda.

This committee should establish a priority rating for inter-office memoranda to effect a 20% slash in paper allotments, using a base period for measuring normal memo consumption as the week of March 20-25, 1944. Administrative officers would be required to secure accurate estimates of total paper consumption for inter-office memos written during this week, with figures detailing the number and distribution of carbon copies. Letters written outside the Government or copies of memoranda sent outside the Federal Service would be exempt.

A spot check we have made indicates that 23.4% of all Government paper is consumed by memos. Each employee, counting professionals only, originates six memos and 41 carbons per working day. The average official now spends one hour 29 minutes reading memos each day and 32 minutes writing his own.

Each agency should appoint a Chief of Memo Writing to allot rations of paper and carbon sheets monthly. Normal supply might be figured at 12 carbons for each memo by an agency head or \$1.00-a-year man; ten carbons for division heads, eight for branch chiefs and six for section chiefs. All other personnel must resort to word of mouth.

In addition, these moves might be made: destroy all memos three months old unless Okeyed by a reviewing com-

mittee, to aid paper salvage drive; abolish all memos addressed to "Files"; cut down on white carbons, insisting on one less than previously used, regardless of who loses out; prohibit agencies from using both yellow and green carbons, classifying them as either yellow or green carbon agencies; direct that 20% of all dictation must be left untyped in shorthand books; recommend that Supreme Court briefs be cut in half and that Congress issue only a resume edition of the Congressional Record.

These moves by such a committee should save paper, shipping space and manpower, giving officials more time for important work. It will cut down the confidential, restricted and unrestricted memos, too many of which are floating around town anyway.

## The Aftermath

Many of the friends who received this memo masterpiece sent their copies to publication or newspaper friends. The story was picked up in newspapers and publications all over the country. *This reporter* sat at Herman Wolf's desk and went over his file of clippings.

It is amazing how a little bit of humor clicks in these serious days. Many newspaper editorials went so far as to discover grounds for serious thought in Herman's pronouncement. Perhaps the memo wasn't so funny after all. Perhaps Herman Wolf accomplished a real paper and time saving job.

Following the outbreak of news items and editorials, the United Press asked Herman for examples of memos better left unwritten. He gave them twenty-five, uncovered by friends in government and private industry—where the same problems exist. To make the story complete, you should read the following listing.

## Memos Better Left Unwritten

- 1—Memos which tell what you already know.
- 2—Memos which invite discussion and reply — PUP preferred. (PUP stands for PICK UP PHONE—if it isn't important enough to phone, you can usually forget it.)
- 3—Memos which argue; they're in the record so you must reply. PUP-PUP.

4—Memos which tell what's attached as if it wasn't obvious. Examples: "The attached may interest you"; "Attached is finished report on..."

5—Memos about other people's letters. Ex.: "I note your letter of ... to ... regarding ... If they reply let me know so I can report same to..."

6—Memos to files. One complete and meaningless sample: "Mr. ... who is secretary of ... in Michigan, met with a number of government people yesterday at ... He spoke very generally on the status of activities in Michigan. His answers to questions were rather general, possibly because he didn't realize that we knew a lot about the Michigan experience."

7—Memos repeating previous conversations, which usually begin: "I don't believe I have reported to you in memo form concerning..."

8—Memos to yourself. This phobia develops after years of memositis. Symptoms: Putting your own name on carbons to receive copies of your own memos.

9—Memos written when the writer knows the recipient knows what's in the memo. They usually end with "I believe ... has already discussed this with you."

10—Memos that substitute for shoe leather, written to people in the next office.

11—Memos that merely chit-chat.

12—Memos about conferences which lay preliminary plans which are changed within 24 hours—probably before the memo itself arrives.

13—Memos so lengthy it is obvious the writer is memo-busy, not work-busy.

14—Memos which retard progress by insisting on another conference.

15—Memos insulting people for changing their minds, quoting at length two of their contradictory letters. PUP or nothing preferred.

16—Memos which are just an excuse to add your comments and distribute them widely. Instead of PUP you give the six months background of a subject, add your two cents worth—and broadcast carbons hither and yon.

17—Memos about trips—just 1200 word "brief reports" giving full cozy details—what time you got up, who you saw, what he wore, who sent regards.



# *the* **M**agic Lure *of the Print Shop*



Sometimes it is the nature of a craft to create an unbreakable tie between itself and the worker in that field, a heart attachment equal to lifetime devotion. One familiar example is PRINTING. Once editor, compositor, or pressman catches the spirit of the shop, the spell is seldom broken. Like the odor of a camp fire, or a whiff of salt air, the beloved tang of printer's ink, symbolical of a great profession, gets into your heart and soul. Law books, text books, encyclopedias, magazines, and newspapers, all smack of it. It is an invisible link that binds all intelligence together. It is the stimulus for creation in business or romance. This craftsmanship, this devotion to service and alertness to business needs, has nourished and developed an enormous industrial vitality, and whichever way the course of the future runs, the printer will always find himself able to adapt his helpfulness to new opportunity.

NOW AVAILABLE. Complete and comprehensive Guide Book of Essential Wartime Printing and Lithography. 64 pages (8½" x 11") of detailed description and information on every government



public relations problem which can be aided by printed promotion. We shall be glad to obtain a copy for you . . . or write direct to Graphic Arts Victory Committee, 17 East 42nd St., New York City.

## HARRIS · SEYBOLD · POTTER · COMPANY

### HARRIS DIVISION

CLEVELAND 5, OHIO  
MANUFACTURERS OF OFFSET LITHOGRAPHIC • LETTERPRESS  
AND GRAVURE PRINTING MACHINERY • • • • •

### SEYBOLD DIVISION

DAYTON 7, OHIO  
MANUFACTURERS OF PAPER CUTTERS AND TRIMMERS • KNIFE  
GRINDERS • DIE PRESSES • WRIGHT DRILLS • MORRISON STITCHERS

18—Memos about meetings. Each person attending writes a memo and sends copies to all the others. No two memos agree—another conference needed!

19—Memos suggesting more memos. Not satisfied with one memo which ACTUALLY settled something, the memo-monger thinks up excuses for more memos.

20—Memos about memos—saying "I second it" and adding nothing new.

21—Memos telling about something accomplished, which was the obvious and expected—and the memo makes it look like the unusual and special.

22—A second memo on the same, for which there is even less excuse.

23—Memos of instructions about the obvious.

24—Memos of six pages outlining programs which the reader knew anyhow and certainly wouldn't read six pages to learn about.

25—Revised memos 48 hours later on the same six pages—grown to eight!

And speaking of paper saving . . . the War Production Drive Headquarters in Washington has tried not only to recommend paper saving schemes to Labor Management Committees, but to institute conservation methods themselves. Here's some information we collected on our last visit.

One Drive employee received an award for an idea which saves 264,000 sheets of paper a year and speeds up the service of the Awards Branch.

Numerous paper conservation measures have been instituted since publication of the Labor-Management News began. While both the number of L-M Committees and the circulation of the News have doubled since its inception last July, the Drive's total printing budget has been reduced approximately 17 per cent.

More than the actual tonnage of paper consumed in printing the News

has been saved by stopping the issuance of circular letters, memoranda and bulletins previously sent to L-M Committees, which consumed at least 140,000 sheets of paper a month; and by cutting down drastically on the printing of leaflets and of posters, which use up a great deal more pulp per copy than does the News. Savings on posters alone run well over 1,000,000 copies.

At the same time, the total number of mailings to committees has been substantially reduced, cutting down the actual number of pieces of mail sent through the Post Office by approximately 30,000 pieces a month, with a saving in envelopes, addressing and handling time.

Additional paper has been saved by distributing pamphlets, tool charts and other printed matter issued by the Drive and cooperating agencies to committees only on request. When it was necessary to send samples of this material to committees, it has been packaged in with their regular bundle of 10 copies of the News, thus saving upwards of 40,000 manila envelopes and an equal number of attached memoranda.

### "VALUE TO THE WAR EFFORT"

will be the Theme for 1944 Fifty Direct Mail Leaders Contest.

A message from E. D. Madden, Chairman 1944 Contest Committee, Direct Mail Advertising Association, Inc., reads in part:

In the midst of an all-out war effort we can no longer use the normal yardstick and guides of the past in judging the 50 Direct Mail Leaders for 1944.

The Direct Mail industry cannot be out of step with other advertising mediums and conduct a contest along the lines laid down in the past.

The 50 Leaders idea has been constructive and important to the progress of direct mail, advertising and the printing industry.

While the pre-war standards of direct mail advertising values are temporarily voided, a new and compelling issue is before us. This new issue has not only manifested itself in the minds of Direct Mail Advertisers but in the minds of the public.

Advertising is being looked at today by the advertiser and the public with the question in mind—"What does it contribute to the welfare of our country and the winning of the war?"

Therefore, we will have to forget for awhile in our judging of the 50 Leaders all the frills of best in color, best in printing, etc., and stick to one theme—"Value to the War Effort."

Direct Mail Advertising has done a substantial job in promoting the war effort. I am certain all of the entries, and especially the 50 Leaders will constitute a library of direct mail campaigns to which each member can point and say "Direct Mail has served—and served well!"

Here are a few details about the 1944 Contest:

Campaigns prepared between September 1, 1943, and August 31, 1944, will be eligible.

Contest blanks and complete rules will be sent you if you write to Contest Committee, Direct Mail Advertising Association, Inc., 17 East 42nd Street, New York 17, N. Y.

If your campaign embraces any of the following, send it in to the Contest Committee.

1. Devoted entirely or in part to the war theme.
2. Helping the home front conserve.
3. Helping the home front to service their equipment for the duration.
4. Showing the dealer better ways to serve the war effort by serving his customers.
5. Selling War Bonds—promoting the Red Cross drives—blood banks, etc.

The following types of campaigns will be accepted:

1. Mail Order Campaigns.
2. Letters (with or without folders).

3. House Organs—Internal, External.

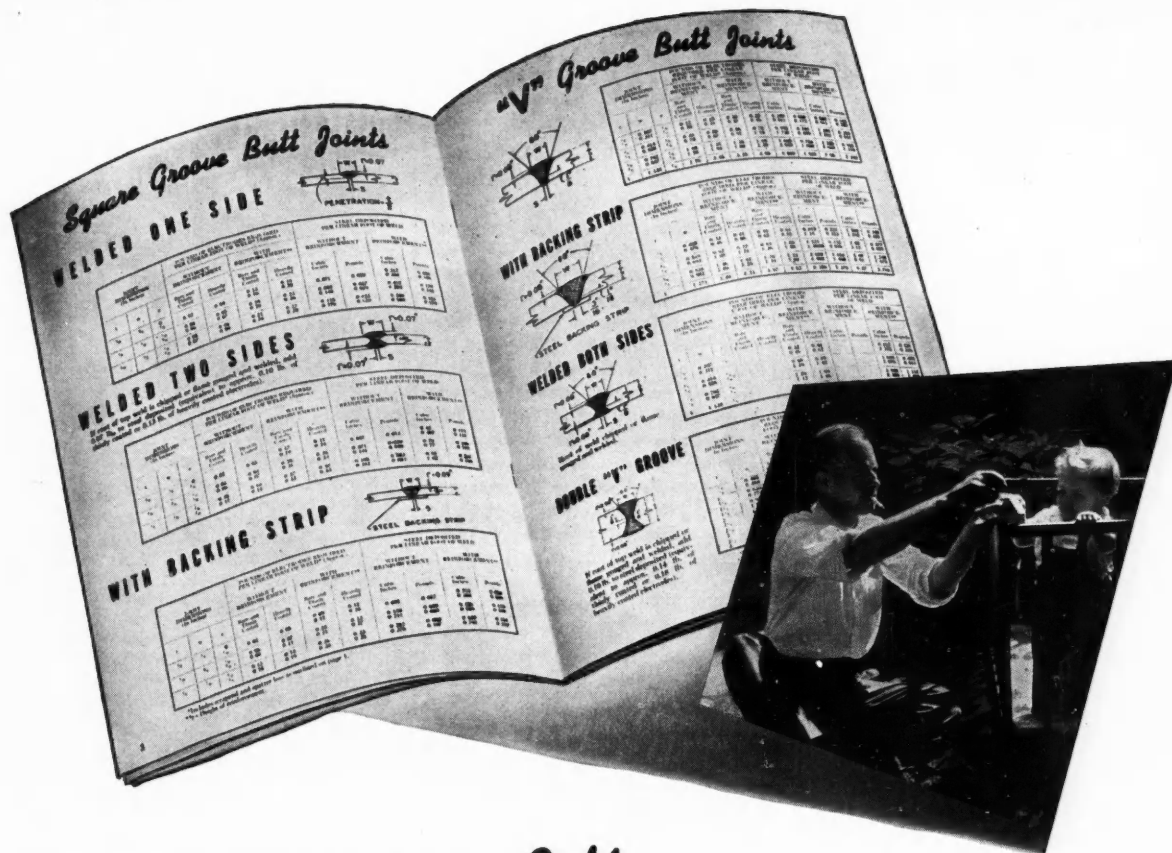
4. General Direct Mail—

Industrial  
Financial  
Social Service  
Circulation and Advertising Promotion  
Hotels and Travel  
Foodstuffs and Beverages  
Housing  
Banking—Insurance  
Organization and Annuities

The only special award outside of the 50 Leaders will be a plaque for "The Best Servicemen's Bulletin or literature to Servicemen."

Readers of *The Reporter* are urged to participate in this annual and important contest. Show your stuff!

□ **GOOD IDEA.** R. M. Sanders of Teaneck, N. J., has a new idea for a calendar. The sample we have is copyrighted by him. He thinks that Sunday should come at the end of the week, because everyone looks forward to that day. And for most business people Monday is the first day of the week. So Mr. Sanders has arranged his calendar that way, with the Sundays at the end of the line . . . and in red.



## HOW "VAN" GIVES A *Lift* TO UTILITY PRINTING

An informal snap of  
**G.T. VAN ALSTYNE**  
(and grandson)  
Advertising Manager  
**AIR REDUCTION, INC.**

CATALOG pages of tables and diagrams," he says, "are apt to be rather dull. They need something to spark them up, pull them together, give the eye a starting point. ATF display types do just that, and with the utmost legibility. That's why we so often use Kaufmann Bold and Alternate Gothic... they're vigorous and interesting, but sensible... *they fit our business.*"

And, we might add, there are ATF faces to fit every business, product, and idea... designs traditional or modern, thick or thin, heavy or delicate, dignified or vivacious, static or flowing. Whatever you need... ATF has it.

Have you a copy of the ATF Red Book of Types? If not, send for one on your letterhead. Also, single page specimens including complete alphabets of the following and other ATF type faces.

**STENCIL**  
**BALLOON EXTRA BOLD**  
**Spartan Black**  
*Grayda*      *Brush*



# AMERICAN *Type Founders*

200 ELMORA AVENUE, ELIZABETH 5, NEW JERSEY

THIS ADVERTISEMENT IS SET IN ALTERNATE GOTHIC, KAUFMANN BOLD, AND BOOKMAN OLDSTYLE

# Some Collection Letters

## **Walking All Around The Block to Get Next Door . . .**

or . . . using 'round about ways to sell the idea of a renewal subscription to you.

Which seems sort of silly, because it all adds up to this one fact,—whether or not you are “sold” on *The Reporter*.

Of course, we hope you find the magazine interesting and helpful. We try to pack just as much Direct Mail information and facts into each issue as possible. We try to keep our readers up to date on what is happening in the Direct Mail field.

However, if you are “sold” you don't need any sales talk. If you aren't “sold” . . . we don't think letters help much. In fact, we don't want them to. It is a magazine that we are selling.

All of which takes us around the block to arrive at the enclosed renewal subscription invoice. If you want to continue reading *The Reporter*, please send it right back to us with your remittance . . . or tell us “why not.” A return envelope is enclosed for your convenience.

\* \* \*

## **Poison Ivy Prickly Heat Picnic Ants . . . or**

sunshine, the seashore and strawberry shortcake. Depending on which of these two ways Summer affects you, probably proves whether you are a pessimist or optimist.

When you come to circulation managers, however, they are probably the world's greatest optimists . . . because in going over records of expired subscriptions, we usually believe that it's simply due to an oversight that subscriptions haven't been renewed so far. It simply can't be because the subscribers no longer want to read the magazine . . . in this case, *The Reporter*.

For this reason, we have continued to send *The Reporter* to you,—even though your subscription has expired. But, like every other business these days, we must cut a great deal of our detail work pretty fine. We want to continue sending *The Reporter* to you. We hope you want to continue receiving it.

But now we need your help! A renewal invoice is enclosed. Put your renewal through, or let us know “why not.” Then we can get the records straightened around. And, of course, one way to keep this particular circulation manager over on

Some of our subscribers tell us that they deliberately hold up their renewals just to see what kind of letters we write. Knowing how interested all our readers are in letters, we thought you might like to see some of our subscription renewal appeals. Some of the letters are pretty good . . . some are just fair . . . some are very good. Here are six of them. They should give you some ideas which you can put to work in your own business. We hope so. If you use any of the ideas, we would like to see copies of your letters.

the optimism side of the ledger would be to send back a lot of renewals and prove her optimistic contention that our previous renewal reminders were simply overlooked.

A return envelope is enclosed to make it easy to let me hear from you.

\* \* \*

## **After Labor Day . . .**

why is it that from about August 15th on, all decisions seem to be left until “after Labor Day?”

No matter what comes up for attention . . . it just seems to be left hanging out on a limb until “after Labor Day.”

Well . . . now it is “after Labor Day”—so every one should have their sleeves rolled up, ready and willing to take care of all matters promptly.

Which brings us up to the enclosed renewal notice. This is not a bill, inasmuch as you have not asked us to renew your subscription. It is simply our way of reminding you that your subscription is up for renewal at this time.

We like to believe that *The Reporter* is worth to you much more than the subscription price. We hope you believe that, too. Therefore, will you cooperate on the saving idea? Let's eliminate further follow-ups. Act on the enclosed renewal reminder now. Send your check along for the one- or two-year period—or tell us “why not.” A return envelope is enclosed to make it easy for you.

\* \* \*

## **A Long Time Ago, I read . . .**

“If you want the winter to pass quickly, sign a note that's due in the spring.”

To which I might add . . .

“If you want the years to pass quickly, be a circulation manager.”

It just doesn't seem possible for subscribers' names to turn up so quickly, with a whole year's subscription past, and the question of renewal coming up again.

But—the records say that this is the case.

We hope you have been enjoying your copies of *The Reporter*, and that you want to continue receiving the short, concise, breezy items on what's going on in the Direct Mail field. We've been trying to eliminate all time-wasting articles—all “space-filling” items—and give you instead, the digest type of material that is easy to read and remember.

In order to avoid “follow-up” we will appreciate it if you will put through your renewal now—or let us know “why not.” An invoice and return envelope enclosed to make it easy for you to give us your decision now.

\* \* \*

## **Most of You Know Only Too Well . . .**

that one small account does not burden anyone . . . but that a number of them add up to a heavy, hard-to-carry, load.

That is what happens in subscription work. The total of “expirations” add up to a surprising amount.

We want to keep our subscription list on as nearly a current basis as possible. And that is where you can help.

True . . . you haven't asked us to renew your subscription, but we have continued to send *The Reporter* to you, and you haven't asked us to stop. So, we are sending a renewal invoice along with this letter.

It is NOT a bill . . . not a demand for payment . . . simply a reminder that your renewal is due.

Let us know how you want us to handle your subscription. Send your remittance now, or simply OK the invoice and let us know when you would like us to bill you, or let us know “why not.”

A return envelope is enclosed for your convenience.





SERVING ADVERTISERS SINCE  
1907 AT THIS LOCATION

***WE** can help you get your ideas on paper. We have the experienced manpower — and it is available now — to work with Directors of Advertising and Promotion Managers, in developing all forms of Advertising Literature, Sales Promotion, Displays, etc. Our Planning and Dummy Service is fast, dependable, economical.*

## **Magill-Weinsheimer Company**

**Creative Printers**

*Designers and Producers of Merchandising Aids*

1320-1334 S. Wabash Ave., Chicago 5, Illinois



SALES PROMOTION CREATES ORDERS — ORDERS CREATE JOBS-FOR-ALL

Have a



Heart!

For no special reason really . . . but it is Valentine's Day . . . and we thought a nice bright heart would look well on our new V-Mail style of letter-head.

Of course, we could say . . . "have a heart and send through that renewal order now." But, that might be a little too blunt! On the other hand, I don't think it is necessary to go into a long song and dance about *The Reporter*. You know the magazine. You want to continue receiving it . . . or you don't.

On our side of the picture . . . we want to do all we can to eliminate future follow-ups (paper conservation, you know). For that reason, we hope you will act on this renewal notice without delay. Send your renewal check to us, or let us know "why not." A reply label is enclosed. Simply paste it on the lower right-hand corner of one of your envelopes and mail back to us. We pay the postage at this end.

\* Used a tipped-on red heart.

\* \* \*

**Reporter's Note:** No . . . we do not have a standard series of collection letters. M. L. Strutzenberg writes the current letter each month . . . using any tie-up idea which seems timely, interesting or out of the ordinary. That's the best way to write letters. Keep your eyes and ears open constantly for new ideas. Then use them.

H. H.

□ **ANNUAL REPORTS ARE STILL INTERESTING.** Paper conservation has forced many organizations to simplify annual reports, which before the war were showing a definite trend toward humanizing and storytelling, as contrasted with dull statistical and financial tabulations.

One of the most interesting in this month's receipts is from the Standard Oil Company of New Jersey, 30 Rockefeller Plaza, New York 20, N. Y. It is simple, but is as pictorial and interesting as a copy of *Life Magazine*. Particularly, we like the dramatized pictures of typical employees at their jobs. It is a good model for future humanizing.

## A Letter to Treasure

"The Wolf Magazine of Letters," published by The Wolf Envelope Company, 1749 East 22nd Street, Cleveland 1, Ohio, is one of our favorite house magazines. We read every word of it each month in the one evening devoted to examining all the specimens received during the previous thirty days. The magazine content is restricted solely to actual letters. This month, the best by far, and the best for a long time, was written by Major Stephen M. Young, former Congressman from Ohio, to his 3-year-old granddaughter as a birthday letter.

January 19, 1944,  
Somewhere in Italy.

Dear Gail:

It was on the road to Nola. We had been driving a long time, since midnight. For a time the red glow of Vesuvius was to our right. Now it was somewhere behind.

It was nearly daybreak and there had been a steady downpour of rain for hours . . .

We were standing near shattered, shabby houses of a village—Mari-gliano was the name, I believe, and it seemed a miserable, squalid, hostile place . . .

We didn't have anything to say. It was cold. Perhaps we were a little scared. The war was pretty close and real. An English sergeant was standing close to our jeep. He didn't seem to notice us.

He was looking across the street. Without so much as turning his head he said, "Funny how kids all hold their dolls the same way."

He appeared to be talking to himself and his thoughts were far away, I am sure.

Probably he was thinking of England, of his wife and kiddies, of hot tea and toast.

I looked across the narrow road and there just a few yards distant I saw a little girl—bare-footed and thin—in a doorway close to the road, gazing balefully in our direction and stepping back a little every time a tank or truck or motorcycle rattled past, throwing mud and water in all directions.

In one arm she clutched a shabby doll. Its head was level with her neck and she firmly gripped the doll's arm with her little hand. It was as if she were seeking to hold on to her own—to keep her doll secure against any threat that might present itself.

It seemed to me I had seen children in America hold their dolls just like that—my own little girl, for that matter—although that was so long ago my memory is not clear.

The sergeant walked away, his head bowed, without a word and climbed into a truck just starting up again from the side of the road near our jeep. He was on his way to the battle raging 20 miles or so ahead. I looked across the road again at the little girl holding her doll the way children do the world over.

Suddenly it seemed to me that the little Italian child represented and was symbolic of the little people everywhere—clinging to their own and stepping back a little as the menacing vehicles of cruelty and aggression and the hatred of war rattled past.

Little people, all holding their dolls the same way, a little bewildered and frightened. I realized then that thousands and thousands of the finest young men America has produced were up ahead in the darkness enduring dangers and hardships, offering their lives as sacrifices—and that overhead and beyond charred, blackened cities of a warrior race were many more peace-loving young Americans challenging death in death's own domain above the clouds.

I realized then, more than ever, why they are there and how important it is that they continue to offer their lives as sacrifices.

They must teach the dictators who have wantonly crushed little people a lesson—a lesson they and the world will never forget.

They are there—they are in the southwest Pacific—they are everywhere on this earth—fighting and suffering and undergoing great hardships for the sake of the little people—for the children who hold their dolls the same way, all over the world.

Your loving,

GRANDFATHER YOUNG.

**Reporter's Note:** This letter surely should have wider circulation . . . Readers Digest . . . Life . . . or something.

Saleslady (at greeting card counter): "Here's one with a lovely bit of sentiment—"To the One and Only Girl I Ever Loved."

Sailor: "Fine! I'll take a dozen."

From *Bruce Magazine*, h.m. of E. L. Bruce Co., Memphis, Tenn.

## DEPARTMENT OF COMMERCE ISSUES PAPER REPORT

The most complete report yet made by a governmental agency on the paper and pulp supply situation is that just issued by the Bureau of Foreign and Domestic Commerce, U. S. Department of Commerce, and entitled "March Industry Report on Pulp and Paper."

This report, which will be issued monthly hereafter, is the result of a cooperative effort by the Bureau's Division of Industrial Economy and Harold Boeschstein, director of the WPB Forests Products Bureau. It was written by one of the world's foremost paper experts, Dr. W. L. Neubrech, head of the Industry Division's Pulp and Paper Unit. Dr. Neubrech's treatise (a cheaply multigraphed 42-page affair) is credited with being the most scholarly and complete treatment of the paper situation that has ever been published.

Copies of the report may be obtained free by writing to Mr. Neubrech at the Commerce Building, Washington.

■ **A NEW CANADIAN GROUP** has been formed to study all questions affecting the production of printed matter both now and postwar. It has been spearheaded by the DMAA and will operate under the descriptive title "National Council of Users and Producers of Printed Matter." Montreal and Toronto will be chosen as logical headquarters. It will be made up of official representatives of Advertising Associations and other bodies connected with printing. It will make for a better understanding of the problems found by present-day advertisers and printers.

■ **MORE SMALL BOOKS FOR THE LIBRARY.** We have previously mentioned some of the unique 4½" x 7" booklets issued by the Hammernill Paper Company, Erie, Pa., on many subjects connected with the business office. The library is growing. This month we received two more titles: (1) How to Operate a Suggestion System; and (2) The Proper Planning and Design of Business Checks.

## THE REPORTER



"The Budding Artist"

## When you want to know GO TO AN EXPERT

IT'S A PARTICULARLY good idea where you come to the problem of choosing papers. In that case, of course, the expert would be your printer.

See what he has to say about Rising Papers . . . and what they can do for the appearance of your letter. He ought to know. His own reputation for fine work depends largely on the quality of the paper he uses . . . and for years we have furnished these same expert printers with fine papers for every printing purpose.



Prices on a level with other quality papers. Among other lines: Rising Bond (25% rag), Rising Line Marque (25% rag), Finance Bond (50% rag), Rising Parchment (100% rag). The Rising Paper Company, Housatonic, Mass.

ASK YOUR PRINTER—HE KNOWS PAPER

☐ **SPEAKING OF BIRTH ANNOUNCEMENTS** . . . here's another good one . . . from a member of the staff of the Linweave Association, Springfield, Massachusetts. We reproduce it from the original 5" x 4" very formal card.

Emmett Thrower, Designing Engineer  
Louise Thrower, Production Engineer  
Dr. Stanley Stusick, Technical Adviser

Pre-Pearl Harbor Model  
Suzanne — 1937

# The THROWER PRODUCTION CO., Inc.

1003 Roosevelt Ave.  
Springfield, Massachusetts

Present

Their 1944 "Victory" Model

# John Scott Thrower

Released.....March 2, 1944 - 5:35 P. M.

WPB Specifications.....7 Pounds, 4 Ounces

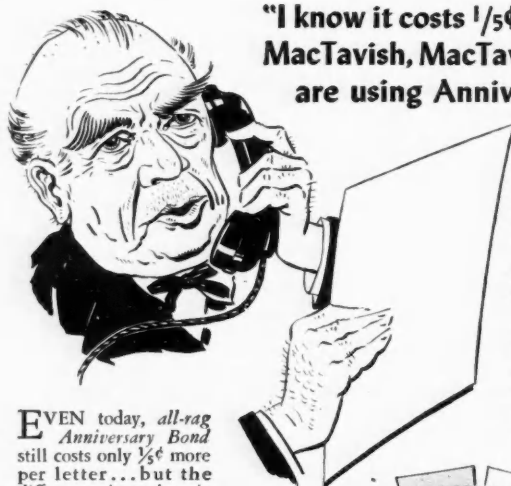
Delivered according to contract at the Wesson Maternity Hospital,  
Springfield, Massachusetts

Knee Action  
Fluid Drive

Rationed Feeding  
Double Lung Power

Ration Books Applied For  
Changeable Seat Covers

The Management assures the public there will be no new models for the duration.



**"I know it costs 1/5¢ more..but even  
MacTavish, MacTavish & MacTavish  
are using Anniversary Bond!"**

remains truly brilliant-white! . . . sparkles like the clean cotton it is (made only from new, *all-rag* cuttings) . . . crackles like a fresh ten-dollar bill . . . is outstandingly opaque in any weight! Your letters are your widest personal contact with your trade. You spend dollars on *what* you write—surely you must consider adding 1/5¢ to a letterhead that will *make* it right.

**EVEN** today, *all-rag* Anniversary Bond still costs only 1/5¢ more per letter . . . but the difference in value is greater than ever! For today — unlike wood pulp papers affected by wartime shortages of chlorine bleaching solutions — crisp, permanent, *all-rag* Anniversary Bond



**FREE Comparison Kit**  
Visual proof, with samples, that *all-rag* Anniversary Bond is the paper for you to sign—printed, lithographed or engraved. Please request on business letterhead and give name of printer.

**SPEND 1/5 CENT MORE** *Masterline*

FOX RIVER PAPER CORPORATION  
404 South Appleton St., Appleton, Wis.

# SPECIFY ANNIVERSARY BOND

THE BEST LETTERHEAD PAPER IS MADE FROM <sup>V</sup> *all* RAGS

## MORE ABOUT SHORT WORDS!

Last month we published an article entitled "How to Improve Your Letter Writing" . . . containing an essay by Gelett Burgess written **entirely in words of one syllable**. We asked readers (as a stunt) to try a similar essay or letter. Only one response so far . . . from William Feather, the master house organ editor of Cleveland, Ohio. Bill says "it's better than doing crossword puzzles in office hours, anyway." Now read the Feather one-syllable essay:

If you wish what you write to be read, you have to use plain words. Use of such words makes you think hard. If you use short words, you dare not be vague since even dull folk would then know your brain was soft.

If your thought is clear, you can give it form and strength by wit and skill in the choice of short words. When you start your theme with long words, stop at once and make sure that you know what is in your mind and that you have thought it clear through. If you are in doubt, put your pen down and think some more.

When you use short words, you don't have to write much. All that you have to say will be heard. Words can shout, cry, wink, laugh, and coax. As a change from some stale game, write in not more than a page of words what you think should be done for the peace of the world at the war's end.

**Reporter's Added Note:** Try this stunt. It will help your style. Let us see what you can do with short words . . . on any theme.—H. H.

☐ **ANOTHER GOOD QUESTIONNAIRE.** Write to F. H. Baird, General Passenger Traffic Manager of the New York Central System, 466 Lexington Avenue, New York, N. Y., and try to get a copy of the 4 1/4" x 6", 40-page booklet being distributed to passengers on trains.

It is a humorous, illustrated, checkable questionnaire on the travelers' preferences for "the postwar railroad coach." Covers such subjects as seats, foot rests, air conditioning, windows, door handles, smoking, lighting, washrooms, special accommodations, service features, fares, etc. The conductors collect the booklets when the passengers leave the train. Some of these days we hope to get a report on the results of this interesting experiment.



## SHORTAGES CAN BECOME ASSETS

This reporter agrees with the opinion expressed in the April issue of "Convoys," the always good house magazine of the Cupples-Hesse Corporation, 4175 North Kingshighway, St. Louis 15, Mo. In commenting on paper curtailment, the editor states:

Curtailment will work a hardship, it is true, but all of us affected realize the wisdom of such a move. We believe we can talk for those engaged in Direct Mail Advertising, without stepping out of our class, when we say it is our opinion that curtailment in most cases will prove an asset instead of a liability. This may sound strange, but we believe it will lead inevitably to the following steps—any or all of which are sure to improve reader interest, increase returns:

1. Cull mailing lists of dead timber, making the list "live" and more productive.
2. Condense copy; making it pack a real punch that will do a selling job on the first call.
3. Plan the mailing as a unit; coordinating the outside envelope, the enclosure, the return envelope or card to insure maximum returns.
4. See that the layout makes use of the tremendous attention value—the greater pulling power of color.

Curtailment will teach us to use Direct Mail wisely. Better planned mailing, fewer mailings, will secure results we believe equal or better in spite of curtailment.

**Reporter's Added Note:** We preached those same points during many peacetime years. Too bad it required a war to make those steps imperative.

## BARGAIN DAY

Dear Henry:

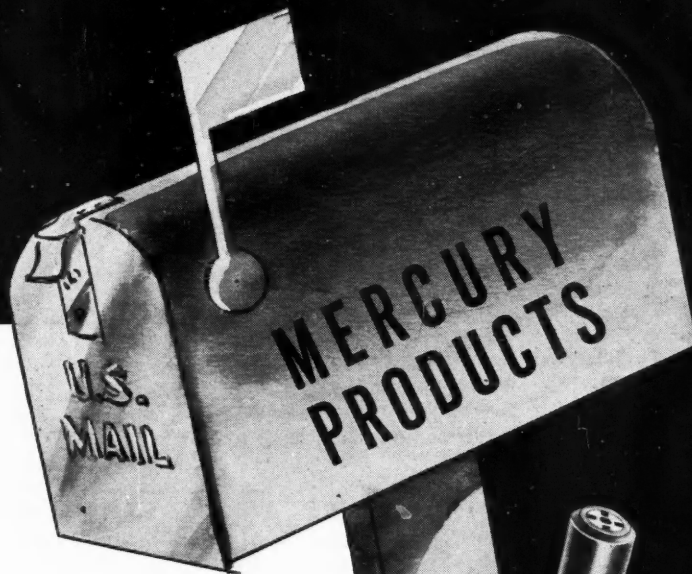
This story has just been told to me by somebody who swears it's true:

It is about the woman in Scarsdale who, when she heard that the postage rate was going up, rushed out and bought 200 2-cent stamps before the new prices went into effect.

Jess M. Abrams  
Will Burgess & Company  
52 Duane Street  
New York 7, N. Y.

THE REPORTER

## A FAVORITE NAME IN DIRECT MAIL ADVERTISING



### MERCURY-LITH ROLLERS

for multilith duplicator machines

Far and wide the fame of this custom-made roller has spread. Today it is one of the most popular on the market. Quality's the reason.

### MERCURY-LITH BLANKETS

for multilith duplicator machines

Made of the same choice materials, and by the same exacting methods, as Rapid employs in producing blankets for large lithographic presses—that cost thousands of dollars. There's nothing better.

### MERCURY-GRAPH ROLLERS

for multigraph printing machines

A truly superior roller. Put a set on your machine, and Mercury will be your roller from that moment on!

# RAPID ROLLER CO.

Federal at 26th  
Chicago, Illinois

D. M. Rapport  
President



□ **A COMPREHENSIVE "PLAN NOW" PROGRAM** developed primarily for printers is now available. The basic plan contains such a fundamental pattern that it has been found applicable to many other lines of business. We understand that the Committee for Economic Development is definitely interested in it as an outstanding example of "grass roots postwar planning methods."

The plan is contained in a 20-page booklet just released by the American Type Founders Sales Corporation, Elizabeth, N. J. The booklet (1) shows printers the need for postwar planning now; (2) shows them, step-by-step, just how to go about it; and (3) supplies them with the necessary forms and full information for using them.

You can get a copy by writing to the address given above.

#### □ **A GOOD COLLECTION LETTER**

It is used by the Arco Publishing Company, 480 Lexington Avenue, New York City, to collect long overdue small accounts.

Dear Mr. (personalized):

Our Accounting Department does solemnly affirm, maintain, and assert that you owe us \$1.00 since March 20, 1943.

We have checked our receiving records and our Accounting records and find no record of a return of a "Practice for the Army Tests" from you.

We hate to get excited about so small an amount. We also dislike the usual "collection letter" that bursts into tears in the first paragraph and yells for the law in the second.

Trouble is, though, that when you and 999 other customers owe us small bills like this, the sum total is something to give our Miss Taylor a headache. She was absent from school the day they taught arithmetic, but even she knows that you can't meet pay-rolls without cash.

Seriously . . . we have tried to be good-humored and patient about your account, but it HAS run for more than nine months. Won't you please send it now—by return mail? Thank you a lot.

Arco Publishing Company

(Signed) Edward J. Morse.

**Reporter's Note:** We understand that this low-pressure, humorous letter produces excellent results. Many recipients scribble equally humorous notes in the margin and return with a dollar bill. Another demonstration, perhaps, that conversational, humanized letters are better than stuff-shirted formality.

#### □ **WHAT'S THIS DEPARTMENT?**

The following item appeared in the April 1st issue of The New Yorker:

When air-mail postage went up to eight cents and local postage to three, it was a step in the right direction, but not a long enough step. We hope nobody will think we are being whimsical when we say that postage ought to cost even more than it does now—a great deal more. To have a note delivered here in town within twelve hours ought to be worth ten or fifteen cents of anybody's money, and the out-of-town tariff ought to be twenty-five cents. Air mail and special delivery should be away up—a rate of fifty cents, say. It is no use arguing that higher postage would be hard on poor people; the poor cannot live by stamps alone. In a misguided attempt to make the mails available to widows and orphans, this nation has laid itself open to ten times as much direct-by-mail advertising as is good for it. (We have several other bright schemes for helping finance the war, and if Secretary Morgenthau would step aside for forty-eight hours, we'd be glad to start the ball rolling on them.)

**Reporter's Note:** When this item was called to our attention, we assumed that The New Yorker was trying to be funny. But the suggestion was evidently meant in all seriousness. We have been asked to give an adequate rebuttal . . . but why stir up another useless argument? We would be forced to include in the argument all the gloomy statistics on the loss suffered by the Post

Office Department due to the second class rates enjoyed by The New Yorker and thousands of other publications.

We would also be forced into comparing some of the silly super-sophisticated advertising appearing in The New Yorker with the sound and sensible Direct Mail advertising being issued today.

□ **CORRECTION ON THE USED MATCHBOOK STORY.** Last month we ran an item telling how the Veterans Administration was using used matchbooks for rehabilitating wounded soldiers. We understand that at least one package was returned for insufficient address. We have just been advised that the packages should be addressed as follows: Manager, attention Assistant Manager, Veterans Administration, Bath, New York.

#### **THIS IS NO TIME TO STOP**

Once again we are reproducing the monthly Clip Sheet issued by the Graphic Arts Victory Committee in cooperation with the OWI and advertising organizations. As you will see, this service is now in its seventh month. More Advertising Clubs throughout the country are getting on the bandwagon. Mats for this service are distributed to the local Advertising Clubs and the Graphic Arts Associations. Local news and imprints are inserted in the stereotype and copies are run off by local printers for distribution to local advertisers.

Too many people have the idea that the war is all over (or nearly over) and that it is no longer necessary to support the necessary wartime projects. There isn't a project mentioned in the "War Message Copy" which isn't **VITALLY NECESSARY**.

Readers of **THE REPORTER** are urged to get behind this whole idea. Get behind it in your local Advertising Club. Get behind one or more of the projects in your printed promotion and in your Direct Mail. If you want to tackle one of the most important projects . . . review the first article in this issue.

**THE REPORTER**

# WAR MESSAGE Copy

Compiled in Washington by the War Advertising Committees of the Advertising Federation of America, the Advertising Affiliation, the Pacific Advertising Association and of the Graphic Arts Victory Committee in co-operation with the Office of War Information.

... from INSERT LOCAL GROUP NAME HERE

NUMBER 7

MAY 1942

## NE 12th — THE INVASION LOAN HELP MAKE IT BIGGER, BETTER

Invasion is in the air. Every American wants to drive home a helping blow. Make the 5th War Loan a way in which everyone can vent feelings about the war, and get into the act. Hard-hitting copy is needed—don't pull punches. Information and advertising could convey a note of extreme urgency. The public should be told that the country's need is greater than ever before.



**Dates:** June 12th to July 8th. **Goal:** To raise \$16 billion—\$6 billion from individuals. **Appeal:** Each individual is asked to buy DOUBLE the extra Bonds bought last time and to put \$100, \$200, \$500 or more in into extra Bonds. To match our FIGHTER EFFORT, each individual at home is urged to make a greater FINANCIAL EFFORT THAN EVER BEFORE.

**Points:** 1. Stress local military performance, local heroes, local quotas. 2. Give Pay-Savings, with its 27 million employees buying Bonds regularly, the play it deserves as the best single market for Bonds. 3. Urge farmers to buy more War Bonds. Farm income is regular. Farmers buy most of their Bonds during Drives. They should be urged to buy more Bonds, not extra Bonds. 4. People can't afford not to buy more bonds because the country must have the money to win the war; because they can purchase better and cheaper goods after the war; and because buying Bonds help keep down the cost of living.

**Use These Slogans In Ads**  
**BACK THE ATTACK—BUY MORE!**  
**The War's Not Over — Buy Bonds!**  
**HIT THE AXIS WITH WAR BONDS!**

## WAR MESSAGE COPY IS YOURS — USE IT!

War Message Copy is sponsored by your local War Activities Committee. It is produced and distributed to help you get in the fight with your advertising. Take advantage of the official government information included. Use slogans, drop-ins, squibs, in every ad. Call on us for any material you need or check in the space provided and secure material direct from the O.W.I.

LOCAL COMMITTEE NAME  
LOCAL COMMITTEE ADDRESS  
LOCAL COMMITTEE TELEPHONE NUMBER

**NOTE TO LOCAL COMMITTEE AND PUBLISHER:** Use this space to localize War Message Copy. Print this issue and distribute it as soon as possible. Greater distribution means greater results... for the increased effectiveness of your committee get behind War Message Copy now.

## LOCAL ADVERTISING CAN DO IT

### Educate, Encourage The Home Front

The war is far from won. The toughest, bloodiest, most grueling part is yet to come. The home front must be steeled against inevitable tragedy, loss, discouragement. Advertising can contribute a large measure by securing the cooperation, the help of everyone to fight this thing through to a victorious finish. And advertisers can pave the way now for America's winning the peace. Voluntary cooperation, consumer enforcement of the various home front war programs is essential. As an advertiser you can do your part to make rationing, conservation, recruitment and financing of the war work.

## Spark The Drive For Waste Paper Salvage

America's paper mills, producing for war, continue to face a shortage of waste paper. Get behind the drive and keep behind—your local drives to salvage bags, wrapping paper, newspapers, magazines, old containers etc. Waste paper is used in the manufacture of many vital war supplies.

WPB reports that by June the existing reserves of WRAPPING PAPER will be almost exhausted: the supply of civilian wrapping paper is running 60% or more under 1942. Use the "drop-in" reproduced on page 2, in your advertising.



## THE *ARMY* NEEDS WACS... THE *WAC* NEEDS YOU!

WOMEN'S ARMY CORPS

## SMALL ADS AND DROP-INS AID ENLISTMENT OF MORE WACS

Ten times as many WACS could be used by the Army as are available at the present time. The need is great—help the Army recruit more WACS... now. Check on page 2 for the new campaign guide which has just been published. It includes suggested copy themes and layouts; lists the 239 types of vital Army jobs WACS can do; describes the basic training, special training, selection of officers, and tells how WACS live.

Sample window displays can be built around WAC posters and literature. More elaborate displays might feature WAC uniforms and equipment.

Promote display of the new poster which will be mailed shortly to all retail stores. In your newspaper advertising, stress the newsworthy features of the WAC... tie-in your advertising with timely WAC events. In magazines... devote ads to the WAC, with your name at the bottom. Or feature the WAC in a drop-in box. On the radio... feature WAC spot announcements and program commercials. Use dramatized WAC skits, and have WACS appear on your programs. Envelope stuffers are available for use as enclosures. Use the check list on page 2 to order your supply.

## Sh-h-h... Careless Talk Will Kill Our Men!

The need for secrecy about war equipment and troop movements is greater than ever. Invasion operations are imminent and the enemy is making every effort to get clues to big secrets. Now available for advertisers... color separation positives, on glass, which reproduce the "Careless Talk" symbol IN FOUR COLORS. The positives can be adapted to any space (a drop-in, or a featured ad) you contribute to this important program. To secure the plates write OWI. Black and white glossies also available.



"IT MAKES YOU STOP AND THINK!"

## Total War On Food Waste GET BEHIND THE PROGRAM

For emphasis in May—Victory gardens and Crop Corps. Use drop-ins (see page 2) and stress this important part of the Food Fights for Freedom program. A new campaign guide "Cut Food Waste" is just off the press. Write for your copy of this and other food conservation programs. See the check list on page 2.

To Help Save Paper (over) →



# THE MORE WOMEN AT WORK — THE SOONER WE'LL WIN!



**Keep up the good work  
Keep down living costs**

**PAY NO MORE THAN CEILING PRICES**

How well price-control has worked in comparison with the soaring prices of World War No. 1, is graphically portrayed in the new poster above just issued by the OPA, to enlist continued cooperation with the Home Front Pledge. It shows comparison of 64.6% rise in the cost of living in World War 1, compared with only 25.9% rise in the same stage in World War 2. For copies, check below. In your advertising, remind the public "To keep up the Good Work in keeping down living costs."

**Drop These "Seeds" In Your Ads**

*When the insects arrive*

**SHOOT TO KILL!**

**PROTECT YOUR VICTORY GARDEN**

**Keep Your  
Victory Garden  
GROWING**

**!**

**THE FARMER CAN'T  
GROW ALL THE FOOD  
WE NEED**

**WHEN THE SEEDS  
ARE PLANTED..  
THAT'S ONLY  
THE BEGINNING**

**!**

*Your Victory Garden  
needs work and care*  
**SEE IT THROUGH!**

**GROW MORE IN '44!**

**Plant A Victory Garden**

**HAVE YOU  
REALLY TRIED**

**TO SAVE GAS  
BY GETTING INTO  
A CAR CLUB?**

Gas conservation is essential. The poster reproduced above is available from the OWI. An important element of the gas conservation program is the drive to stamp out black markets. Give every possible aid to the effort to stop these traitorous cheats out of business. Only public opinion can do it—your ads can stimulate the public to action.

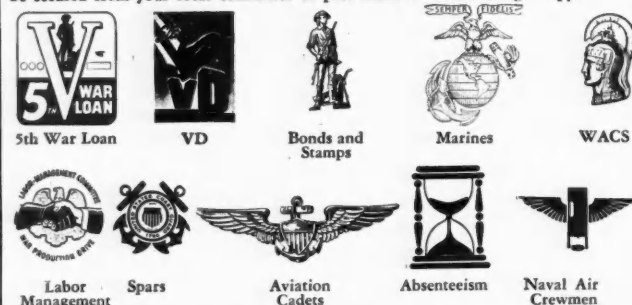
## CHOOSE YOUR CAMPAIGN

Again we reproduce the campaign symbols as a convenient means of checking the material you need for your local war advertising. Background information including copy can be secured by checking this list, attach to your letterhead, and mail to the Office of War Information, Social Security Bldg., Room 3339, Washington 25, D. C.



## AND GET BEHIND THESE PROGRAMS TOO!

The symbols below are additional war theme campaigns which vitally need your support. Literature on these is not available from the OWI, but copy slogans can be secured from your local committee or past issues of War Message Copy.



## WAR CAMPAIGN FLASHES QUICK NEWS ON CURRENT PROMOTION THEMES

**JUVENILE DELINQUENCY . . .** New program book and community guide "Summer Recreation for Children," issued by the Federal Security Agency, now available. Write in to the OWI in Washington for your copy.

**NEW COMMERCE BOOKLETS . . .** Two recent Bureau of Foreign and Domestic Commerce releases available on request of the Bureau, Washington 25, D. C., or any field office of the Department of Commerce are:

**Regional Post-War Planning.** Reports by Field Service specialists on planning by private business, cities and States on a regional basis. **U. S. Trade with the Other Ameri-**

**can Republics.** Statistical summary and analysis of our trade with other Americas.

**V-MAIL . . .** Mail is important to the men overseas — and it reaches our armies with the utmost speed. V-MAIL is the answer. Produce the flying eagle symbol in your advertising. Promote V-MAIL everywhere.

**FUEL CONSERVATION . . .** Office of Solid Fuel Administration and the WPB state that the nation faces a serious fuel shortage this winter. Help the government's information program by carrying repeated messages to the public. Redouble efforts and plans to save fuel.

## "DON'T ASK TO HAVE IT WRAPPED"

- 1 Accept Wartime Packaging Cheerfully
- 2 Carry Your Own Shopping Bag
- 3 Don't Ask For Unnecessary Wrapping

**HELP SAVE A MILLION TONS  
OF PAPER FOR WAR USE**

DISTRIBUTED BY THE O. W. I. FOR THE WAR PRODUCTION BOARD

**ADVERTISING IS HELPING LICK THE AXIS — LET'S FINISH THE JOB!**

Printing of this bulletin contributed to (LOCAL AD GROUP NAME) by (Printer's Name)



# Interview With a Housewife

**THIS REPORTER** is constantly trying to find out what "people" think about Direct Mail. Too often we talk about the business office or the industrial plant's reaction to Direct Mail. So this month we tried to get a story from a typical housewife . . . Her thoughts are worth noting . . . Perhaps we can get other stories like this in the months to come.

If and when a housewife wonders about advertising—the kind that reaches her through the mails—she is often puzzled that merchants spread their choicest wares only before those with charge accounts. Charge customers are those who take 30 days to pay a bill and often carelessly buy knowing there is no question about returns. She who pays cash and lugs her purchase home knows full well that should she change her mind and ask for a refund—the fishy eye of the section clerk will make her wish she had perished the thought aborning. And does she ever receive intimate little letters thanking her for faithful patronage and telling of choice sales of unbelievable opportunity to beat the "charge trade"?

Of course, playing up to the Charge Accounts is so blamed easy. All the advertising manager has to do is look over the firm's books and there is the list all ready made. So why bother to ever gather the names and addresses of those who pay cash on the dotted line . . . and offer them once in a while a bit of encouragement to choose a store because her trade is appreciated.

Once, some years ago, I made a "Budget Purchase" of some furniture at one of the city's oldest business houses. I paid my bill on time over a period of months and great was my delight and surprise to receive a courteous letter of thank you—praising the handling of the account and assuring that from then on I could count myself at liberty to use their charge facilities without hesitation. Through the years, I have treasured that letter—because someone was courteous enough to thank me warmly. And I have gone back many times with a reciprocal glow. Why don't more business houses use that simple way of stimulating friendliness?

In my mail box every month comes a simple little syndicated pamphlet that gives ideas—and clever ones—on interior decorating and ways to

get friend husband to build neat shelves and cute gadgets in the home. It comes through a local lumber company and is published by the United States Gypsum Company, 300 West Adams Street, Chicago. Though I know it is dealer advertising not too personalized, it often offers suggestions that we can use, and I like it.

A member of our family sent a friend to an optician—and was delighted to receive a little card some days later thanking him for the courtesy of the recommendation. Such a little thing, but I wonder why more professional men don't avail themselves of this method of appreciation.

## 9 WAYS TO SAVE ENVELOPES

1. Fold your letters an extra time to fit a No. 6½ envelope and use reduced size enclosures and envelopes for all other mailing purposes.
2. Use lighter weight paper.
3. Correct your mailing lists to eliminate duplications and dead wood.
4. Assemble all daily mail going to one destination and place in a single envelope.
5. Re-use envelopes for packaging and wrapping whenever possible.
6. Design direct mail pieces to fit standard size envelopes.
7. Take care of your envelopes and avoid spoilage. Keep them boxed so they will be free from dust and on shelves away from excessive heat and moisture.
8. Order only what you need; and order well in advance.
9. Use window envelopes to avoid the waste caused by errors in addressing.

**Reporter's Note:** As recommended by the Tension Envelope Corporation, New York 14, N. Y., in a recent issue of their house magazine "Envelope Economies."



"Dear Friend:  
May we call your attention to our special shipment of stunning one-piece bathing suits?"

## ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2,000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

## D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)  
80 Broad Street Boston 10, Mass.

## AHREND CLIENTS

have won

# 9

## NATIONAL AWARDS IN THE LAST 2 YEARS

Your Inquiry is Invited



Planning, Creating and Producing  
**RESULTFUL**  
Direct Advertising

## D. H. AHREND CO., INC.

52 DUANE ST., NEW YORK 7, N. Y.  
Worth 2-5892

# Making the Best of It

One of the best and most elaborate booklets received during the month of April by *this reporter* was a 28-page, 8½" x 11" booklet from the Pan American-Grace Airways, Inc., Chrysler Building, New York 17, N. Y. It has a black die-cut cover entitled "Tourist Travel Blacked Out for the Duration," but . . . through the die-cut opening can be seen another title in a four-color plate reading: "The Story Book Lands of South America Are Still There."

At first glance, this appears to be an extravagant piece on the 15-year growth of Panagra and its postwar aims. A fine job for peacetime . . . but too colorfully extravagant right now.

On investigation we find that there is a real story behind it. Back in 1941 the company was still selling tourist travel for all it was worth. Had prepared a 20-page booklet that spelled glamor with every page. Sixty thousand copies were ordered and printed. They were scheduled for the bindery December 7, 1941. You know what happened. The flat pages were carefully crated away in a warehouse.

An obvious printing loss has now been turned into a real asset. The 20 colored processed pages were taken out of the warehouse. To them were added a simple black and white cover, and a simple black and white center insert. The combined jobs produced in December, 1941, and in April, 1944, tell a convincing story of the air transportation pattern for the present and for the future.

**Added Note:** While on the same subject, congratulations to Humphrey B. Heywood, of The Baylor School, Chattanooga 1, Tenn. . . . for his contribution to the paper-conservation campaign and for showing "how to make old things do."

This year Mr. Heywood instead of producing a new catalog, simply prepared a four-page wrap-around cover which carried this explanation prominently on the first page:

"Our government urges all of us to use less paper and help conserve this important war material. Baylor, in order to cooperate with the government, has prepared this folder to accompany the 1943 bulletins that are available and bring up to date an outline of the school year 1944-45."

Seems to us that many other organizations could use ingenuity in making old things do.

●  
**□ NOW IT IS OFFICIAL.** The Americanism Committee of the 17th District of the American Legion, Department of California, has issued (as you have probably read in the papers) its long-awaited report on "The Case of Hamilton Fish."

It is a 16-page 8½" x 11" document full of dynamite. Just to refresh your memory . . . the American Legion at its national convention in Omaha last September passed a resolution condemning Hamilton Fish for his misuse of the franking privilege. The resolution was based in part on the exposures made by *The Reporter*. Hamilton Fish demanded a retraction and a personal hearing before the Executive Committee of the American Legion. He was given the opportunity of appearing before this Committee and did so early in the year. The Executive Committee decided to appoint a fact-finding group to thoroughly investigate and report later. The 16-page pamphlet from California is the result of that action.

If you are interested in reading the report, you may be able to obtain a copy by writing to the Committee at 912 Rowan Building, Los Angeles 13, Calif.

However, in spite of the well documented report from the Los Angeles investigating group, the Executive Committee of the American Legion meeting in Washington gave Ham Fish a whitewash, and threw the resolution back to the National Convention for final settlement.

●  
**□ CONGRATULATIONS TO P M AND ALBERT DEUTSCH** for the current series of articles uncovering fraud and deception in patent medicine and other medicinal product advertising. This series of articles should be studied by every advertiser.

One of these days someone is going to tackle the uncovering of some of the mail order rackets . . . such as the so-called "syndicated mail order publications" . . . which are imprinted by various mail order "agents" scattered throughout the country, and which are sent to poor suckers for the purpose of inducing (or seducing) them to start a mail order business—"in a bedroom, in a backroom, or any room."

No wonder some people are so open in their criticism of mail order. It is the fakers and the shysters who make this criticism possible. Most of the offers made in these syndicated mail order papers promise glittering success to the fellow "who will forge ahead in the mail order business." Some of the offers promise a manual on "How to Be Successful."

Recently, *this reporter* has taken the trouble to check up on some of the individuals who made the success offers. In most cases we have found that the individual concerned was operating with "phone disconnected" in a typical "bedroom" manner.

To cap the climax of our disgust, several weeks ago someone sent us a syndicated mail order publication using one of our own C.O.D. envelopes as a wrapper, for which we had to pay 10 cents postage due. That action is typical of the whole racket.

●  
**□ FOR IDEAS . . .** on planning and producing "E" Award Program folders and booklets . . . you should see the new sample portfolio prepared by the Linweave Association for Linweave merchants throughout the country.

The book contains many other types of beautiful printing . . . all actual specimens collected from all over the country. However, the "E" Award samples seem to be most prominent. Copies are not available for general distribution, but your local paper merchant who handles the Linweave line will gladly show you his copy.

●  
 Prof.: You don't know the first thing about syntax.

Student: Don't tell me they're taxing that!

*From It's Said and Done, h.m. of the Dictaphone Corp., New York 17, N. Y.*

# GUILD SINCE 1899 LISTS

When you think of mailing-lists—  
think of GUILD

76 NINTH AVENUE  
NEW YORK 11, N. Y.

## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines.  
Help and Situation Wanted Ads—25c per  
line—minimum space 4 lines.

### EQUIPMENT

SAVE HALF on Mimeographs, Multi-  
graphs, Typewriters. Write for list of  
other bargains. Pruitt, 69 Pruitt Bldg.,  
Chicago 10.

MULTIGRAPHS, MIMEOGRAPHS, Fold-  
ing Machines and Attachments — Sold,  
Bought, Traded-In and Repaired. Write us  
your requirements. Chicago Ink Ribbon  
Co., 19 S. Wells St., Chicago, Ill.

### LETTERHEADS

EVERY EXECUTIVE SHOULD READ  
"Letterhead Design and Manufacture," by  
Fred Scheff, 225 pp., 8½ x 11, 125 illustra-  
tions. "EXCELLENT" Printers' Ink. Mail  
\$5.00 to Fredericks Co., 68 Nassau St.,  
New York 7, N. Y. Money refund guarantee.

### MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the  
Multigraph, Dupligrph and Addressograph  
Machines. We specialize in the re-manu-  
facturing of used ribbons. Chicago Ink  
Ribbon Co., 19 S. Wells St., Chicago, Ill.

☐ **CONGRATULATIONS AGAIN** to  
R. E. Alexander of The Standard  
Register Company, Dayton 1, Ohio,  
for one of the best and most con-  
sistent paper conservation cam-  
paigns in the country.

We have before us proofs of four  
of the magazine advertisements  
which are running in business pub-  
lications . . . all devoted to paper  
conservation (and, of course, the  
importance of efficient business  
forms).

When inquiries are received, a  
form letter is sent . . . containing  
these five important questions for  
analyzing business forms:

1. Can the form be reduced in size?
2. Can lighter weight paper be used?
3. Can the form be combined with  
another system for one writing?
4. Are all copies necessary?
5. Can record-writing or filing be  
centralized?

When a representative of The  
Standard Register Company calls on  
any person who has responded to the  
advertisements, he delivers a copy  
of the "How to Make Paper Stretch"  
booklet prepared by the Graphic  
Arts Victory Committee. It is an  
excellent job throughout and should  
be studied by all those concerned  
with the paper problem.

### Customer Shows Appreciation for Prompt (?) Service

At 2 o'clock in the morning a lady  
telephoned the president of a large  
department store. After much ring-  
ing, the mogul answered with a sleepy  
and gruff "Hello!"

"This is Mrs. So-and-So," said the  
lady, in a sirupy voice. "I just couldn't  
help calling you personally to tell you  
that the hat I bought at your store last  
week is simply stunning."

"That's all very nice," yawned the  
president, "but would you mind telling  
me, madam, why you call me at this  
hour of the night about a hat you  
bought last week?"

"Because," she replied politely,  
"your truck just delivered it."

*From Carpaco Bugle, h.m. of the  
Carpenter Paper Company,  
Grand Rapids 2, Mich.*

## FIT TO BE USED!



*Size..Style..Weight..Strength  
..Color.. So much about your en-  
velopes must fit your own particu-  
lar needs. And Tension—with 5  
factories and 60 years of experience  
—can fill those needs exactly.  
Tension knows how!*

## TENSION ENVELOPE CORP.

New York 14, N. Y.  
345 Hudson St.

St. Louis 3, Mo.  
23rd & Locust

Minneapolis 15, Minn.\*  
500 South 5th St.

Des Moines 14, Iowa\*  
1912 Grand Ave.

Kansas City 8, Mo.\*  
19th & Campbell Sts.

\*Originally Berkowitz Envelope Co.

## RESPONSIVE MAILING LISTS

*for Results*



**Mc GRAW-HILL**  
DIRECT MAIL LIST SERVICE

If you are not using DIRECT MAIL to supple-  
ment your display advertising in carrying your  
message to your markets you may be passing up  
a worthwhile idea.

Users of McGraw-Hill lists are finding highly  
satisfactory results — particularly under today's  
conditions. You too can make good use of this  
type of economical promotion.

Why not try a test mailing? Your reaction might  
be the same as one of our customers who writes,  
"The results of the mailing which you recently  
did for us were excellent and our President is  
very pleased with your list and hopes to use it  
again in the near future."

An inquiry will bring you complete details.

DIRECT MAIL DIVISION

**McGraw-Hill Publishing Company, Inc.**

330 West 42nd Street

New York 18, N. Y.

# INTERNATIONAL COOPERATION



## *Fighting Shoulder to Shoulder in INDIA*



Bombers over  
Burma...and Yanks,  
British and Indians  
sweating, straining to  
keep 'em flying. Differences  
of race, creed, and color are  
lost in something far great-

er: INTERNATIONAL COOPERATION  
to gain the victory—and win the peace.

Farm boy, shop worker, Ivy Leaguer—  
but every one a Yank. A long way from  
home but right at home helping the other

fellow...Yankee know-how, grit and good  
nature to spare.

The dislocations caused by war introduce  
many problems into the production—and  
buying—of paper. International aims, to  
the best of its ability, to cooperate in solving  
these problems.

★ BUY ANOTHER WAR BOND ★

*International*



PAPER COMPANY

220 E. 42nd ST., NEW YORK 17, N.Y.

PAPERS FOR PRINTING AND CONVERTING



# THE REPORTER OF DIRECT MAIL ADVERTISING

always on the trail for news

SEVENTEEN EAST FORTY-SECOND STREET • NEW YORK • VANDERBILT 6-0888

**BEST SELLERS.** Statistics supplied by Simon & Schuster, after 20 years in publishing, indicate what the odds are of getting a book published and of climbing into the best-seller bracket.

Since January 1924 some 50,000 manuscripts were considered. Of these 50,000 manuscripts, 723 were published. Of these 723 books, 81 became best-sellers and an equal number flopped. Three books sold more than 1,000,000 copies and 54 sold more than 100,000 copies.

**Reporter's Note:** From The William Feather Magazine, published by The William Feather Company, Cleveland 15, Ohio.

**BOOK ABOUT PRIZE-WINNING ADVERTISING MATERIAL AVAILABLE.** An award book, containing reproductions of all Regional and National winners in the 1944 Better Copy Contest of the Public Utilities Advertising Association can be obtained for three dollars from the National Contest Chairman, Chas. J. Allen, director of public relations, The Connecticut Light and Power Company, 250 Freight Street, Waterbury 91, Connecticut. This Better Copy Contest is the nation's oldest advertising competition still in existence today and is open to all electric, gas, combination and transport companies in the United States and Canada.

Entries were made in fourteen advertising classifications, including employee magazines, bill enclosures for residential customers, booklets and pamphlets, annual reports to stockholders and employees, etc.

## QUIT YOUR CRABBING CLUB.

A friend of *this reporter*, who modestly requests that his name not be used . . . thinks we should start a crusade to organize "quit your crabbing departments" in every club in the United States . . . particularly in advertising clubs. This unrevealed originator belongs to the New York Advertising Club. He has organized a one-man crusade against the guys who waste their lunch period criticizing everything that is happening in government, in the country, and in the world.

His comeback to the critics takes this form: "If you can prove that YOUR BUSINESS doesn't make any mistakes . . . then you have a right to criticize how the war is being run. Otherwise, shut up . . . and go to work."



**A GOOD SERIES.** Congratulations to the editor of "Envelope Economies," the 5"x8", 12 page monthly house magazine of the Tension Envelope Corporation, New York City, St. Louis, Minneapolis, Des Moines and Kansas City.

Starting with the first issue of 1944, the editor hit on a logical idea. Previously each issue had been a collection of miscellaneous ideas about Direct Mail and, of course, envelopes. Each issue for 1944 is

devoted exclusively to one subject, such as mailing lists, copy, letters, etc. . . and each is prepared by a guest editor well known in the Direct Mail field.

The current number is devoted entirely to the Post Office Department . . . its history, operation and contacts with the mailing public, and was edited by Edward N. Mayer, Jr., president, James Gray, Inc., New York City. The story is well worth reading.

**GOOD BOOKLET ABOUT DIRECT MAIL . . .** recently issued by Will Burgess and Company, 160 Fifth Avenue, New York 10. It is called, "Coordinated Direct Mail." One of the best explanations of the subject, and one of the best promotions for Direct Mail we have seen since the war started.

**REPLY ENVELOPES AND COLLECTIONS.** In recent tests of collection mailings, Spiegel, Inc., Chicago, found that use of reply envelopes increased the percentage of collections received. In one test, 798 collection letters were dispatched without including business reply envelopes. From these letters remittances were received from 42.85 per cent. In addition, 6.78 per cent requested extensions, totaling 49.63 per cent who answered. In a similar mailing of 798 letters, including business reply envelopes, 45.12 per cent remittances were received with 16.80 per cent requests for extension, making a total of 61.92 per cent responding. — D.M.A.A. Bulletin.